



HUMAN RESOURCES DEPARTMENT

City of Burlington

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COMMUNITY PROGRAM COORDINATOR BURLINGTON ELECTRIC DEPARTMENT

POSTING DATE: November 3, 2015

RANGE OF PAY: \$52,767 – \$86,504 /year

EXEMPT/NON-EXEMPT: Exempt

DEADLINE TO APPLY: November 12, 2015

POSITION STATUS: Regular Full Time

CLASSIFICATION GRADE: NS6

UNION: Non-Union

The Community Program Coordinator is responsible for top-level, cross-department management of customer-centric programs, products, and projects that span across the Centers for Innovation and Customer Care. This position will work with cross-functional teams to implement critical initiatives that support BED's mission to deliver an exceptional customer experience and empower customers with innovative energy technologies and services. This position will support general project management at BED, as well as assist in developing and executing external communications, marketing, and community outreach. This position actively supports diversity, equity, cultural competency, and accessibility initiatives for the Department.

ESSENTIAL JOB FUNCTIONS:

- Provide management of customer-centric initiatives, projects, programs, and products across the Department.
- Work closely with senior management to develop the Department's broad strategic positions, key initiatives, and individual project scope and objectives, including getting input from all relevant stakeholders.
- Coordinate internal resources and third parties/vendors for the flawless execution of projects to ensure that all projects are delivered on-time, within scope and within budget.
- Develop and regularly update project plans to monitor and track progress.
- Administer project management tools and ensure that staff has appropriate access to and training in those tools.
- Establish strategic communication and marketing strategies for key initiatives, and develop metrics to evaluate program effectiveness.
- Identify and develop an exceptional user experience for key initiatives, and train employees, as necessary, to correctly deliver such an experience.
- Work closely with employees to encourage and expand use of Department website as a customer and community engagement tool.
- Assist in the development of communication, marketing and media plans, press releases, advertisements, newsletters, and other marketing and informational material for Department activities.
- Coordinate marketing research activities with outside firms and Department staff.
- Pro-actively seek out and develop positive professional relationships with media entities, government leaders, environmental leaders, and community leaders.
- Serve as the Department's representative to various community, government and trade organizations, and may organize and direct such community-based activities.
- Coordinate Commission meetings with the Commissioners and department staff as needed to advance key initiatives.
- Assist with Department wide communications, including but not limited to, distribution of information to employees, updates on key initiatives, and project timelines.
- Implement and monitor strategies, plans and policies as they relate to BED mission, values, vision, and objectives.
- Work closely with senior management in creating an open, respectful culture where every employee feels comfortable sharing ideas and opinions. Help break Department silos, flatten hierarchies, and encourage dialogue between employees within and across teams. Help create a culture of excellence

where employees have personal ownership for BED's success and are encouraged to take responsibility, make decisions, fail without fear, and learn from mistakes.

QUALIFICATIONS/BASIC JOB REQUIREMENTS:

- BA/BS is required; additional experience may be substituted for a degree requirement on a two-for-one year basis. Professional development certification (or equivalent) in a relevant field is preferred.
- Seven (7) years of experience in marketing, advertising, or communications is required; media relations experience in the Vermont media market is preferred.
- Excellent verbal and written communications skills.
- Ability to represent Department in situations requiring public speaking.
- Experience in developing and executing strategic marketing and communication plans.
- Ability to translate technical information and design understandable materials that inform and educate BED customers and the public preferred.
- Knowledge of project management concepts preferred. Experience with Wrike project management software desired.
- Demonstrated abilities in effective leadership, team building and ethical behavior.
- An established record of motivating and empowering employees, coordinating self-managed teams, and leading a customer focused organization in formulating innovative solutions to problems.
- A strong desire to improve service to internal and external customers and a high level of personal creativity, initiative and enthusiasm to work in a constantly improving organization.
- Ability to interact and maintain cooperative relationships with employees, customers, Commissioners, City Councilors, other City Departments, legal counsel, regulatory agencies, various consultants, other utility representatives and members of the community.
- Ability to work cooperatively with all levels of employees, Board of Electric Commissioners and the general public.
- Ability to organize and prioritize workload, complete multiple projects and meet established deadlines required.
- Promote and display a style of work that reflects excellent customer service and encourages working partnerships with all internal (employee) and external (ratepayer) customers.
- Must have a high level of personal creativity, initiative and enthusiasm.
- Ability to promote and display tact and courtesy.
- Experience in digital customer interface, including web, Facebook, Twitter, and mobile platforms is required.
- Understanding of design/layout concepts, typography and print production.
- Attendance at evening meetings, flexible schedule to meet Department and community requirements, and some travel are required.
- Ability to actively support City diversity, equity, and cultural competency efforts within stated job responsibilities and work effectively across diverse cultures and constituencies.
- Demonstrated commitment to diversity, equity and inclusion as evidenced by ongoing trainings and professional development.
- Regular attendance is necessary and essential to meeting the expectations of the job functions.
- Ability to understand and comply with City standards, safety rules and personnel policies.

To Apply: Submit cover letter, resume and a City of Burlington Application to: Human Resources Department, 200 Church Street, Suite 102, Burlington, Vermont 05401. To obtain an application or for more information about the City of Burlington, please see our website: www.burlingtonvt.gov/HR . The City of Burlington will not tolerate unlawful harassment or discrimination on the basis of political or religious affiliation, race, color, national origin, place of birth, ancestry, age, sex, sexual orientation, gender identity, marital status, veteran status, disability, HIV positive status or genetic information. The City is also committed to providing proper access to services, facilities, and employment opportunities. For accessibility information or alternative formats, please contact Human Resources Department at 865-7145.

WOMEN, MINORITIES AND PERSONS WITH DISABILITIES ARE HIGHLY ENCOURAGED TO APPLY. EOE.

